said bottom portion comprising a plurality of elements cooperating along longitudinal axes thereof to form at least two essentially planar fins extending [axially] radially from said longitudinal axes and upwardly from wider bases to narrower apexes, [wherein said planar fins have an inner portion extending substantially along said longitudinal axes,] the bases cooperating at [the] a lower end of said apparatus to maintain said apparatus positionally stable, the fins further cooperating to form at least one outwardly facing channel having a channel surface which enables said target species to land thereof, said channel narrowing from the wider bases [thereof] to the marrower apexes [thereof at the upper end of said bottom portion], said bottom portion being predominately of a color which reflects light having a wavelength which attracts the target insect species;

said top portion of said apparatus comprising an enclosed chamber except for an entrance opening thereinto positioned over and surrounding [the] an upper end of said bottom portion such that said at least one channel terminates within said chamber.

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11. (amended) The apparatus of claim wherein said top portion comprises a material of construction which admits ambient exterior light into the interior of said chamber and onto said channel surface of said at least one channel.